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RICHMOND HUSTLE AN OBJECT LESSON

The McGraw-Yarbrough
Company's New Plant
and Its Rapid Growth

RICHMOND KEEPS IN THE FRONT RANK

Industries That Start in a Small
Way Grow as the Great
Southern City Grows—Vir-
ginians in Town and
Country Awakening to
Laws of Health.

BY FRANK S. WOODSON.

In recent issues of the industrial section I have had much to say about the industrial enterprises of Richmond—enterprises that grew from the ground up. The statement has been made that the most of the big industrial and mercantile plants of this great old town started in a small way and grew to greatness along with the city as it grew to tremendous financial and industrial proportions. It is a good thing to have object lessons with which to illustrate a story, and, fortunately, there are many such lessons in Richmond. Here is one of them:

Three or four years ago a couple of young men thought they saw a good thing in Richmond, and they put all the money they had in it, and what was much better, they put their energy and their talent into it. Never mind who the young men were, and it does not matter very much in what line they invested their little money and their much energy and talent as long as the fact remains that they have built up a big business and attracted capital to it. Now, the McGraw-Yarbrough Company, Incorporated, is one of the big concerns of Greater Richmond, a concern with ample capital that has been invested in it by some of Richmond's safest and most careful investors, men who never put money in anything except that which they believe to be a good thing for the community and for themselves.

Short Story of Growth.

The McGraw-Yarbrough Company, Incorporated, are wholesale dealers in plumbing and tinners' supplies, and the building up of their business from a very small beginning three years ago to mammoth proportions is one of the industrial romances of Greater Richmond. The modern lines and the modern ideas upon which these young men figured and based their calculations and made prophecies upon which they were willing to risk their money and their labor, are well worth considering. They saw signs and they interpreted them, and they did business accordingly. The signs they saw and the things they interpreted may be gathered from the few lines that follow:

Virginians, and Southerners generally, have, after many years, become aroused to the fact that the first and greatest consideration for the comfort and health of the family and of all the neighbors, whether in the city or in the country, is to see to it that sanitation in the matter of house building is perfect. To neglect this essential is but to endanger the health and lives of the members of the family and to neutralize all the forethought and the care that might otherwise be in evidence in the efforts to make a good home.

A Step in the Right Direction.

From the limited morning wash, which in the old times took place in the big tin pan of the back yard, to the modern bathroom with all of the conveniences for hot and cold water was a mighty long step, but in time Virginia got in the habit of making that step in a limited way. The fact has heretofore been largely confined to the cities and the larger towns, but is becoming more popular every day in the smaller towns and away out in the country. The idea of having hot water in the house and in the bath, and of having a better and more comfortable command, and pipes and channels to carry off all the surplus water and sewerage used to strike the average investor, even in the big towns and the cities, as an expense that could not be spared. Things have changed with the changing scenes of modern life, and folks, even in the country, are beginning to find out that the cost of making a mere house a home indeed, is a very small matter when compared with the comfort and the conveniences it affords.

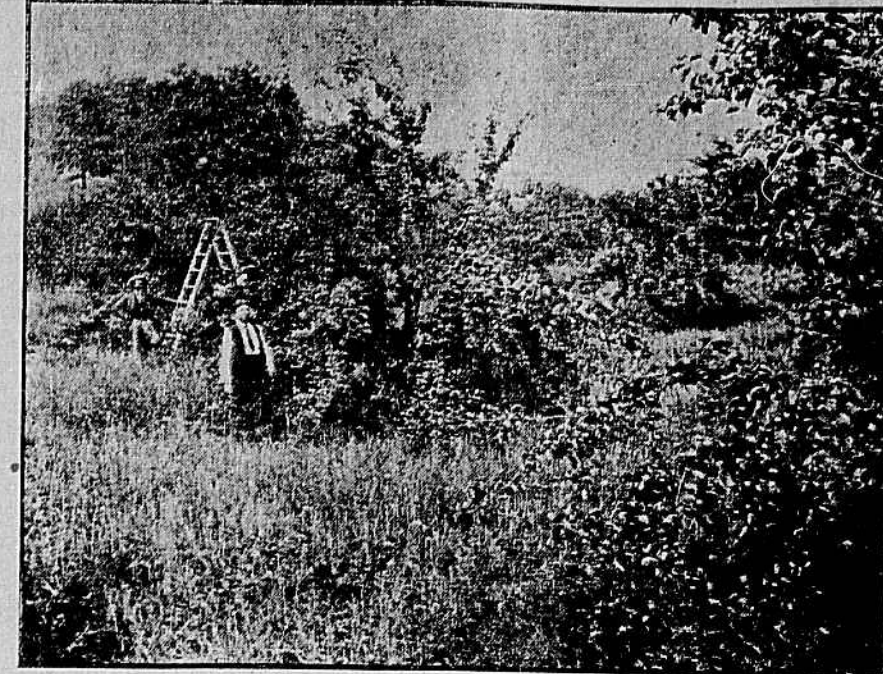
Doctrine of Good Health.

The State Board of Health of Virginia and similar boards of other Southern States have for the past several years been preaching the doctrine of better sanitation to the people of the rural districts. It has been shown that the home-builder in the country can have a healthful home as well as the city home-builder. A home in the country with proper plumbing and proper sewerage arrangements conducive to health, and all of the horrors of fevers resulting from the seeping of the soil and the consequent poisoning of the streams, which must finally receive the poison and the fever, can be avoided. If the home-builder will regard the rules laid down by the State Health authorities, he can have a home that is as healthy as the city home, and he can have the country people regarding the conditions of the Health Department in Virginia, and in many parts of this and other States, the new homes that are being put up are being built with due regard to these rules and regulations. They cost a little more in the beginning, but the old-time home, but they pay for themselves in saved doctors' bills and saved drug store bills in a very little while.

The Profit of the Pudding.

Yes, the people have awakened to a kind of thing, and a proof of awakening is found in the wonderful success of the establishment of McGraw-Yarbrough Company, in which started out along these lines a little more than three years ago, and in the awakening of the country people, as well as city dwellers, to the subject of sanitation and conveniences. They banked

APPLE GROWING IN ALLEGANY COUNTY



HEAVY LADEN TREES.



PARTIAL VIEW OF BIG ORCHARD.

APPLE-GROWING UP IN ALLEGANY

Just a Little Story That Tells
How the Thing Is
Done.

VIRGINIA APPLES VERY BEST

The Man Who Found Country
Fruit Culture Better Than
Town Booming.

BY JOHN M. LEONARD.

[Special to The Times-Dispatch.]
Richmond, Va., November 5.—To the average person traveling through the mountain section of Virginia west of the Shenandoah Valley, who is unfamiliar with the topography of that part of the State, the narrow strips of land in the valleys, to be seen from the train, would seem to preclude the possibility of producing a satisfactory apple crop, but, if carefully investigated, it will be found that Alleghany county has grown this season a crop of apples of certain varieties that for quality compare favorably with any that have been grown elsewhere in the State. Several days ago the writer was one of a party that visited one of the best orchards in the county—the Virginia Hot Springs Valley Orchard, situated eight miles from Hot Springs on the Hot Springs Road. Passing along the Valley of the Jackson River, and gradually rising in altitude, the road to this orchard winds around through the hills, the starting point of the trip, and then slopes gradually down into the valley, where Nature's bounty has fallen without stint among the trees laden with rosy-cheeked apples, these trees nestling on the hillside, sheltered from the winds, and with a good, carefully nurtured soil beneath their boughs. The view beggars description, and I have sent the Industrial Section illustrations that will serve to give the reader but a scant idea of the appearance of this young orchard as it looked the early part of last month, when the harvesting of the crop was at its zenith.

Orchards That Produce.

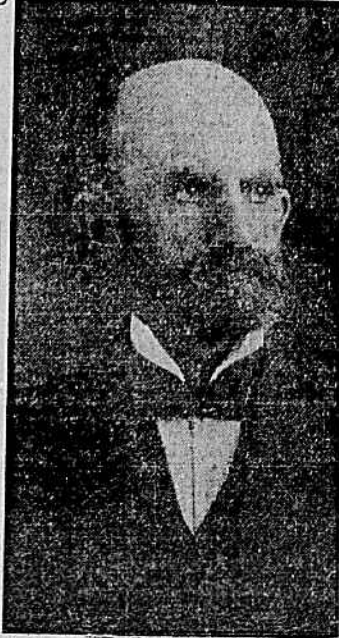
One of the photos show a view of one of these orchards. However, owing to the lay of the land, the photographer was obliged to focus his camera from an adjoining slope, and the picture does not show the wealth of fruit that a closer position would have disclosed.

This orchard covers thirty-five acres, and numbers 1,470 trees, averaging eleven years in age, and has been in bearing for the past three years. This year the crop is the first of any magnitude that has been gathered, and will aggregate over 3,000 bushels of select apples from 450 trees. The yield this year would have been much larger but for the heavy and damaging frosts late in the past spring. The trees are mainly of the York Imperial variety, and find a ready sale on account of their excellent keeping qualities. The Virginia Hot Springs Valley Orchard Company, the principal office at Covington, Va., composed of Messrs. W. McD., McAllister and B. C. Moorman, both of Alleghany county, are the owners of this and several other orchards in this vicinity, and while the orchards are not yet in bearing, they are well known for the quality of the fruit they produce. In conversation with these gentlemen, the writer learned that altogether they have planted between 10,000 and 12,000 trees of different varieties.

Gathering the Crop.

Another view of the orchard is shown in which the packing of the crop is illustrated. While in many orchards different appliances are brought into use in picking the apples, here the fruit is gathered by hand and placed in baskets, the same as shown in the foreground of the picture, and brought to the packing table shown in the center. There they are carefully emptied out and, as the table is slightly inclined, the apples reach the handling and the least amount of bruising. The watchword of this orchard's guardians has been, throughout the gathering of the crop, "careful handling," and, from the appearance of the fruit, this would seem to be fully justified.

The method of heading the barrels is illustrated, and by the proper use of the press, giving only the exact amount of pressure required to bring the head of the barrel down to its position, the apples are made ready for shipment without damaging them in the slightest.



B. C. MOORMAN.

REAL ESTATE AND BUILDING NEWS

Active Business in Spite of What
Was Thought a Dull
Week.

REAL ESTATE FOLKS BUSY

Number of Deals That Show
Confidence in Good Old
Richmond Dirt.

There are actually two or more ways to look at a real estate situation. There may be largely more than two ways, but to go into the details of any more than two would probably involve me in more discussion of the intricate condition than I would like to discuss in just one short article. But there are really two parties to the real estate situation of the past week.

In the first place, there is a class of real estate dealers who count a week's business by the actual sales that were made in that week. The other class figures largely on the business that may or may not be in sight—that may be promising, but promises; that may be in the air, hot air, perhaps, and that may be held out in the optimistic promises of a more or less bright outlook. I would rather bank on the first class, because they have some real facts to deal in.

Something That Was Done.

While the past week, as a whole, has been a little dull, so far as transactions begun and closed within the week were concerned, the total footings ran largely over \$200,000. Some of the deals that made this splendid footing had been on the string for several weeks, and only dropped in the six days last past.

One of the larger transactions of the week has been on the string for quite a while, may be a month or more, but it was finally consummated in the early days of the week. It was the sale of the lot at the corner of Broad and Shafer streets, fronting 174 feet on Broad and running back 174 feet on Shafer. Henry S. Wallerstein was the purchaser and B. C. Moorman was the seller. The deal was engineered by McCurdy & Johnson, real estate agents, a firm which has put through a number of big deals in recent days. This transaction was something of a big one in that it involved an expenditure of \$32,500. It is understood that the buyer made the purchase merely as an investment, being satisfied with the revenues it already brings.

More in Sight.

By the way, this deal, Wallerstein is a real estate plunger in his way. He believes in Richmond dirt, and only yesterday he told me was in the market for any good property within the city limits that looked to him good, either as an investment or as a speculation. Mr. Wallerstein has recently bought some good business sites and not a few residential properties. A few deals made by Richmond's Crutchenfield footed up something like \$20,000, one of which involves a business transaction with property on Main Street, near Fourteenth Street, changed hands. The agents are reticent as to facts in the case, but it is understood that the buyer of the property at the corner of Fourteenth Street proposes to spend a few thousand dollars in building a big apartment house. The dealers have had a fair

WEEK'S RECORD OF TOBACCO DEALINGS

Cool Weather Cuts Off Deliveries of the Loose
Weed in All of the Virginia-Carolina Markets.
Sales of Sun-Cured Stocks Very Light.
Virginia Burley Showing Up Well.

There came along a cool snap in the early days of last week, and that cut off the receipts of loose leaf tobacco in all of the Virginia and Carolina markets not a little. From all points come reports of smaller receipts than had been expected by the warehousemen and the eager buyers of the leaf.

This cool snap, which prohibited the handling of the leaf in the barns, extended over pretty much all of the tobacco-growing regions of Virginia and the Carolinas, and in all of the markets the effects of what the old-time tobacco raisers used to call "hash weather" were to cut down the deliveries to rather small proportions.

The warehouses in some of the Carolina markets had stored stock which they could put out to keep the "breaks" going, but in most of the Virginia markets the warehousemen had to depend upon wagon deliveries just from the barns, the season being yet too young to admit of storage goods.

In Richmond there were sales of sun-cured stock four days, but they were very small. However, such goods as found their way between the frosts to the warehouse floors were of good stock. True some of it was in rather bad order, but it must be remembered that the farmers bring their bad-ordered stocks to market in the first part of the season.

The offerings of sun-cured goods, as far as they have come, show up well as to quality, and the buyers are still convinced that the crop of 1910 is a superior one.

The Richmond warehousemen say they expect no large breaks until a warm rain comes, and the farmers in the sun-curing territory have a real season for stripping the leaf. That kind of a season is due this week, and the indications are that a great amount of the weed will be stripped and prepared for the market within the next few days. The warehousemen look for big breaks the latter part of this week and next week; that is, if there comes a "season."

From various parts of Virginia there come reports of the splendid success the farmers have had in making the Virginia Burley crop of this year will foot up 6,000,000 pounds, and maybe more when the back countries are heard from. The Farmville market is now boasting that it will sell 1,000,000 pounds of Burley. Maybe it will, but the probability is that half that figure will be shown when the season is at an end. Lynchburg, too, is looking up as a Burley market, and some of the dealers there have been "examining" the Richmond manufacturers the past week. They have seen in some very good samples of Burley that was grown in the counties right around Lynchburg, and the Richmond men are buying right along from said sources. The dealers have had a fair

OLD HALIFAX LEADS IN CORN-GROWING

Some Things the School and
Corn Fair Proved—Boys
to Front.

FINE SHOW AT SOUTH BOSTON

Corn That Is Corn—Governor
Mann Enthusiastic—Big
Acres Results Shown.

[Special to The Times-Dispatch.]
South Boston, Va., November 5.—Did it ever occur to the reader that Halifax county is the banner agricultural county in the entire State. More corn per acre than any other county, and a much greater yield than any other per acre. That is the record.

But the pride of the county has been the bright-eyed boys and girls. One cannot begin to appreciate what they have done unless that one attended the Halifax School and Corn Fair, held in the South Boston High School building last week. It took the loyal committees all the week to get ready for the opening day. Everything was in readiness Saturday morning; the judging had been done, the ribbons placed, and the public could readily see what had won the prizes.

But let me tell about the show. First came the spelling bee, for the little ones, and they all went down on the word "oscillate," and the older ones on "mistletoe." Miss Ella Agnew called out the words for the first match and T. M. Deshaize for the last match.

State Officials Talk.

Joseph Stebbins introduced Governor Mann, and after the Governor had spoken an hour Joseph Stebbins, Jr., introduced J. D. Eggleston, Superintendent of Public Instruction. Mr. Eggleston emphasized the necessity for a more practical education—an education in every school that will fit the life of the community in which the school is situated. He especially emphasized the importance of training the boys how to get much more out of the same area of land than is now gotten by their fathers, and the importance of training the girls to get more out of their gardens than is now gotten. In other words, he took the ground that one of the important things for the schools to do is to show the boys and girls that there is great wealth in the land if they only know how to get it out.

He also emphasized the absolute necessity of building healthy schoolhouses in contrast to the unhealthy and unsanitary buildings of which there are so many in the State at present.

And Then Came Tom Sandy.

Then came dinner, and at 2 P. M. T. O. Sandy, State agent for the demonstration work, spoke for thirty minutes, and in part told of the wonderful benefit the demonstration work was doing. The average among the boys who won something in the thirteen

THINGS GENERALLY; FAIRS ESPECIALLY

County Fairs Are Great
Educators of the
People.

ONE WANTED IN EVERY COUNTY

They Are Eye-Openers Worth
Having—Social Features of
the Fairs Are Worth All
They Cost—Great Dis-
plays of What People
Are Doing.

BY FRANK S. WOODSON,

Industrial Editor.

During the past week I have had a little time to look over the Virginia agricultural and industrial field, and a right cheering scene came before me. If I remember aright I have had something to say in this column in advocacy of county fairs, and maybe I have expressed the hope that in the near future every county in the State will pull off a fair. If I have not already done it I want to do it now.

Ever since the new Constitution went into effect there have been many people to grieve over the fact that the old county court was abolished by the new Constitution, and I am inclined to think that if the members of that Constitution had realized the value in certain ways of the old county court system they would not have abolished it.

Away Back Yonder.

The old county court did not amount to very much, a sad court, and it must be said that some mighty cheap judges presided over the same, and it may be that many cases that came before said judges were badly decided, but the county court sessions afforded a kind of gathering day for the folks in the ten counties of the old State, and an per cent. of them did not care a continental cuss as to what was going on in the courthouse. The charming virtue of county court day was that the people got together once a month to swap horses, to swap news, to swap opinions on public question, to get better acquainted one with the other, and in a general way to confer as to the "good of the order." The people miss the old county court day, and ever since the new constitution went into effect they have been looking for something to take its place. The monthly meeting of the county boards of supervisors makes a partial remedy, but it is not much of a remedy.

The Country Way.

Virginia civilization is based on a kind of brotherhood feeling, and a thing that is needed to keep up this brotherly feeling is a time and a place when and where the folks can get together and shake hands and gossip and tell neighborhood news and all that kind of thing. I am talking now about country folks. In the cities folks can meet in their business offices, at the Chamber of Commerce rooms, in the clubs, or almost any old place, and they can make engagements for such meetings by telephone and get together in short order, but in the country it is different, and there, as in the city, it is very useful that the people shall come together every now and then to discuss matters pertaining to the good of the community.

Homogeneity Is Essential.

The Baptist Church in Virginia is a great institution. Other denominations sometimes laugh at the Baptists and say that they have no church government; and that is true, in a sense, they have no central government—every little country or city church is a government unto itself; a pure democracy—but all the same the Baptists are the most homogeneous people in the world, and that is true, in a sense, they are in their way, than any other religious folks, and I reckon they do more in the mission fields than some other churches that boast of their so-called better central government, but they do it in a very different way. The district associations of the Baptists are their lever of power in Virginia and in other Southern States. Once a year these people get together and swap church notes and social notes. The social notes are not so important as the church notes, but the mingling of the people of the Baptist Church, and the swapping of notes and news, and gossip, if you please, helps wonderfully in bringing the church people together, and in one way and another the Master's work. I think I speak advisedly on this subject, for I am one of these Baptists, one of the "Pea Ridge" variety, if you please.

Applied to Business.

Now, let's apply this principle to the people in general. They must in some way get together and swap notes. As before stated, the old county court system brought the men together all right, but the women and the children were left out. What is the matter with the county fair? Certainly that will at least once a year fetch all the people together, and the county fair has a tendency to let all the people in the county know just what all the other people in the same county are doing in an agricultural and industrial way. As a general proposition, I am inclined to think that a county fair held once a year is worth a great deal more along the lines above suggested than a county court held much oftener. And then, too, the gaps could be well filled up by the Methodist quarterly conferences, the Episcopal diocesan meetings, the Presbyterian presbyteries, the Holy Jumpers, camp meetings, the Baptist associations and all of the various meetings of the various denominations, or any other kinds of meetings that will bring the people together for conference and for the swapping of news. Anything in the world that brings the folks together for conference and for the general discussion of matters of religious, educational, financial, agricultural, industrial and otherwise, is a good thing. The more of such meetings we have in the country the better, and probably a county or a district or a community fair is one of the best of all of these attractions to bring the folks together.

One Hundred County Fairs.
I am advocating a county fair in